

## Video brief – QUT Giving Day 2022

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- Version: 1
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### Giving Day overview

- Giving Day is an exciting 24-hour fundraising campaign to increase support for key QUT programs and research projects across the university by engaging the QUT community.
- Contributions have had an enormous impact, empowering students to achieve their study dreams, working to save lives through research, and generating real-world solutions to protect our environment.
- Thursday 26 May 2022 will be QUT's fourth Giving Day. We will be seeking to attract 1,849 donors (the earliest traced year of QUT origins – Brisbane School of Arts)
- "Imagine what's next" is the tagline for the campaign

### The creative challenge

- 1) To promote awareness around QUT's life-changing scholarships and research projects.
- 2) To promote awareness around donating to QUT projects (i.e. we know a lot of people don't realise that they can donate to a university, or why they should).
- 3) To develop a compelling narrative with a common thread linking our six hero projects and promoting QUT Giving Day 2022 – and motivating our audience to visit [qutgivingday.com](http://qutgivingday.com)

Examples of previous Giving Day hero videos:

- [2021 hero video](#)
- [2019 hero video](#)
- [2018 hero video](#)

Examples of other university Giving Day hero videos:

- <https://www.givingday.club/airtable/giving-day-videos>

### Our requirements

- Hero video (approx. 2 – 3 mins)
  - (a) Social media edits (e.g. two x 15 second versions, in landscape, portrait and square = 6 edits in total)
  - (b) Thank you video (30 seconds)

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## Our 2022 projects to be featured in QUT Giving Day

- Seven maximum, including:
  - QUT Learning Potential Fund
  - Prostate cancer research
  - An Emerging Technology to Fight Against COVID-19
  - Transforming eyecare for Aboriginal and Torres Strait Islander children: Good vision, bright future
  - Others TBC

## Budget

- Approximately \$10,000